

SUMMARY

Making a Promotional Video for PHD Nusantara Trenggalek, Arum Candra Mustika Dewi, F31201937, 2023, 32 Pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Alfi Hidayatu Miqawati S.Pd., M.Pd. (Supervisor).

This is a final project entitled “Making a Promotional Video for PHD Nusantara Trenggalek”. The purpose of this final project was to improve the quality of tourism promotion and help visitors find more information about PHD Nusantara. Based on the preliminary study that the writer did, this tourism needed a promotional video in bilingual version. In this case, the writer made a promotional video for PHD Nusantara as her final project.

The writer collected data using four methods to finish this final project. They were observation, interview, documents, and audiovisual materials. In addition, she used three procedures in making a video. Those procedures are pre-production, production, and post production. Pre-production became the first procedure that consisted of determining ideas, making a synopsis, writing a narration, making a storyboard, making a scriptwriting, making a rundown, determining the crews, determining the budget, and preparing the equipment. In the production phase, she went to PHD Nusantara with her crews to do shooting process. She took videos by herself using camera. Then, she determined audio, such as background music and voice-over. She used Balinese instrumental background music and recorded voice-over by using her mobile phone. Post-production became the last procedure. In this stage, she transferred the results of shooting process in the laptop and selecting the videos to edit video. Then, she continued in mixing process. In this stage, she combined the video including voice-over, background music, and subtitle. After that, she reviewed the video to ensure subtitle, background music, and visual effects in each scene balanced and not collide. She exported video and the writer uploaded the file to Google drive. After the video was fixed, the video was given to the owner to be uploaded on

Instagram (@phd_edufarm) and YouTube (PHD Nusantara) account of PHD Nusantara.

The writer faced several challenges throughout the video production, especially while coordinating with the owner to do interview because she had to adjust the owner's schedule. During video production, the writer must to take clear videos to provide good visualization and it could attract the interest of viewers.

The writer also learned several things while working on this final project. She improved her ability in communication skill. She also increased her ability in editing video and recording voice-over because she did it by herself. In addition, she improved her ability in using good grammar when writing proposal.

At the end, the writer had several suggestions for the owner of PHD Nusantara and English Study Program. For the owner, he could add coffee shop and food stall, such as traditional snacks from Java and Bali. For English Study Program, hopefully it could add more lessons and practices related to computer skills, such as photo editing, designing, and video editing, especially how to take a good video. It could help students to finish their final projects.